

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 Claim 1 (currently amended): A method for facilitating the  
2 comparison of different ad landing pages associated with an  
3 advertiser, the method comprising:  
4 a) for an ad to be served, automatically selecting one of  
5 a plurality of candidate ad landing pages associated with  
6 the advertiser;  
7 b) automatically assembling the ad to include a link to  
8 the selected ad landing page;  
9 c) serving the assembled ad; and  
10 d) tracking a performance of the ad in combination with  
11 the automatically selected ad landing page, such that, for  
12 the ad, a performance for each of the plurality of  
13 candidate landing pages, linked from the ad when serving  
14 the ad, is separately tracked.

1 Claim 2 (previously presented): The method of claim 1 wherein  
2 the act of automatically selecting one of a plurality of  
3 candidate ad landing pages is performed in a round-robin manner.

1 Claim 3 (previously presented): The method of claim 1 wherein  
2 the act of automatically selecting one of a plurality of  
3 candidate ad landing pages is performed using a random selection  
4 function.

1 Claim 4 (previously presented): The method of claim 1 wherein  
2 the performance of the ad in combination with the automatically  
3 selected ad landing page tracked is at least one of conversion  
4 per impression performance, conversion per selection

5 performance, sales per ad selection, sales per ad impression,  
6 earnings per ad selection, and earnings per ad impression.

1 Claim 5 (previously presented): The method of claim 1 further  
2 comprising:

3 e) determining whether or not to automatically designate  
4 one of the plurality of candidate ad landing pages using a  
5 comparison of their respective performance and an  
6 auto-designation policy; and

7 f) automatically designating the one of the plurality of  
8 candidate ad landing pages if it was determined to  
9 designate it.

1 Claim 6 (previously presented): The method of claim 5 wherein  
2 the performance of the ad in combination with the automatically  
3 selected ad landing page tracked is at least one of conversion  
4 per impression performance, conversion per selection  
5 performance, sales per ad selection, sales per ad impression,  
6 earnings per ad selection, and earnings per ad impression.

1 Claim 7 (previously presented): The method of claim 1 further  
2 comprising:

3 e) accepting a request for performance information of the  
4 ad; and

5 f) providing the performance information of the ad for  
6 each of the plurality of candidate ad landing pages with  
7 which the ad was served to the requester.

1 Claim 8 (previously presented): The method of claim 7 wherein  
2 the performance information of the ad provided for each of the  
3 plurality of candidate ad landing pages with which the ad was  
4 served, is at least one of conversion per impression

5 performance, conversion per selection performance, sales per ad  
6 selection, sales per ad impression, earnings per ad selection,  
7 and earnings per ad impression.

1 Claim 9 (previously presented): The method of claim 7 further  
2 comprising:

3 g) accepting a manual ad landing page designation  
4 instruction; and

5 h) designating one of the plurality of candidate ad  
6 landing pages using the manual ad landing page designation  
7 instruction.

1 Claim 10 (previously presented): The method of claim 9 wherein  
2 the performance of the ad in combination with the automatically  
3 selected ad landing page tracked is at least one of conversion  
4 per impression performance, conversion per selection  
5 performance, sales per ad selection, sales per ad impression,  
6 earnings per ad selection, and earnings per ad impression.

1 Claim 11 (previously presented): The method of claim 1 further  
2 comprising:

3 e) normalizing the performance of the ad in combination  
4 with the automatically selected ad landing page to remove  
5 ad landing page independent factors that may influence the  
6 ad performance.

1 Claim 12 (original): The method of claim 1 wherein the  
2 plurality of candidate ad landing pages are different in at  
3 least one of the following (A) different information, (B)  
4 different products offered for sale, (C) different services  
5 offered for sale, (D) different product prices, (E) different

6 service prices, (F) different formatting, and (G) different  
7 shipping charges.

1 Claim 13 (currently amended): A method for facilitating the  
2 comparison of different {ad landing page, ad creative}  
3 combinations associated with an advertiser, the method  
4 comprising:

- 5 a) for an ad to be served, automatically selecting one of
- 6 a plurality of candidate {ad landing page, ad creative}
- 7 combinations, at least some of the combinations including
- 8 different ad landing pages associated with the advertiser;
- 9 b) automatically assembling the ad to include the selected
- 10 ad creative and the selected ad landing page of the
- 11 selected {ad landing page, ad creative} combination;
- 12 c) serving the assembled ad; and
- 13 d) tracking a performance of the ad in combination with
- 14 the automatically selected {ad landing page, ad creative}
- 15 combinations, such that, for the ad, a performance for each
- 16 of the plurality of {ad landing page, ad creative}
- 17 combinations, used when serving the ad, is separately
- 18 tracked.

1 Claim 14 (previously presented): The method of claim 13 wherein  
2 the performance of the ad in combination with the automatically  
3 selected {ad landing page, ad creative} combinations tracked is  
4 at least one of conversion performance, sales per ad selection,  
5 sales per ad impression, earnings per ad selection, and earnings  
6 per ad impression.

1 Claim 15 (original): The method of claim 13 wherein the  
2 plurality of candidate ad landing pages are different in at  
3 least one of the following (A) different information, (B)

4 different products offered for sale, (C) different services  
5 offered for sale, (D) different product prices, (E) different  
6 service prices, (F) different formatting, and (G) different  
7 shipping charges.

1 Claim 16 (currently amended): A method for comparing  
2 facilitating the comparison of different {ad landing page, ad  
3 serving criteria} combinations associated with an advertiser,  
4 the method comprising:

- 5 a) for an ad to be served, automatically selecting one of  
6 a plurality of candidate {ad landing page, ad serving  
7 criteria} combinations, at least some of the combinations  
8 including different ad landing pages associated with the  
9 advertiser;
- 10 b) automatically assembling the ad to include the selected  
11 ad landing page of the selected {ad landing page, ad  
12 serving criteria} combination;
- 13 c) serving the assembled ad; and
- 14 d) tracking a performance of the ad in combination with  
15 the automatically selected {ad landing page, ad serving  
16 criteria} combination, such that, for the ad, a performance  
17 for each of the plurality of {ad landing page, ad serving  
18 criteria} combinations, used when serving the ad, is  
19 separately tracked.

1 Claim 17 (previously presented): The method of claim 16 wherein  
2 the performance of the ad in combination with the automatically  
3 selected {ad landing page, ad serving criteria} combination  
4 tracked is at least one of conversion performance, sales per ad  
5 selection, sales per ad impression, earnings per ad selection,  
6 and earnings per ad impression.

1 Claim 18 (original): The method of claim 16 wherein the  
2 plurality of candidate ad landing pages are different in at  
3 least one of the following (A) different information, (B)  
4 different products offered for sale, (C) different services  
5 offered for sale, (D) different product prices, (E) different  
6 service prices, (F) different formatting, and (G) different  
7 shipping charges.

1 Claim 19 (currently amended): A method for facilitating the  
2 comparison of different types of ad landing pages associated  
3 with an advertiser, the method comprising:  
4 a) for an ad to be served, automatically selecting one of  
5 a plurality of candidate ad landing pages associated with  
6 the advertiser, wherein each of the plurality of candidate  
7 ad landing pages has a different type;  
8 b) automatically assembling the ad to include the selected  
9 ad landing page;  
10 c) serving the assembled ad; and  
11 d) tracking a performance of a set of ads in combination  
12 with the type of automatically selected ad landing page,  
13 such that, for the ad, a performance for each of the  
14 plurality of types of landing page, used when serving the  
15 ad, is separately tracked.

1 Claim 20 (original): The method of claim 19 wherein the  
2 different types of ad landing pages have different formatting  
3 styles.

Claims 21-27 (canceled)

1 Claim 28 (currently amended): Apparatus for facilitating the  
2 comparison of different ad landing pages associated with an  
3 advertiser, the apparatus comprising:

4 at least one processor;

5 at least one input/output interface unit; and

6 at least one storage device, the storage device storing  
7 program instructions which, when executed by the at least one  
8 processor, perform a method including:

9 a) ~~means for~~ automatically selecting one of a plurality of  
10 candidate ad landing pages associated with the advertiser  
11 for an ad to be served;

12 b) ~~means for~~ automatically assembling the ad to include a  
13 link to the selected ad landing page;

14 c) ~~means for~~ serving the assembled ad; and

15 d) ~~means for~~ tracking a performance of the ad in  
16 combination with the automatically selected ad landing  
17 page, such that, for the ad, a performance for each of the  
18 plurality of candidate landing pages, linked from the ad  
19 when serving the ad, is separately tracked.

1 Claim 29 (currently amended): The apparatus of claim 28 wherein  
2 the ~~means for~~ act of automatically selecting one of a plurality  
3 of candidate ad landing pages performs the selection in a  
4 round-robin manner.

1 Claim 30 (currently amended): The apparatus of claim 28 wherein  
2 the ~~means for~~ act of automatically selecting one of a plurality  
3 of candidate ad landing pages performs the selection using a  
4 random selection function.

1 Claim 31 (currently amended): The apparatus of claim 28  
2 wherein the performance of the ad in combination with the

3 automatically selected ad landing page tracked is at least one  
4 of conversion per impression performance, conversion per  
5 selection performance, sales per ad selection, sales per ad  
6 impression, earnings per ad selection, and earnings per ad  
7 impression.

1 Claim 32 (currently amended): The apparatus of claim 28,  
2 wherein the program instructions, which, when executed by the at  
3 least one processor, perform the method further comprising  
4 including:

- 5 e) ~~means for~~ determining whether or not to automatically  
6 designate one of the plurality of candidate ad landing  
7 pages using a comparison of their respective performance  
8 and an auto-designation policy; and  
9 f) ~~means for~~ automatically designating the one of the  
10 plurality of candidate ad landing pages if it was  
11 determined to designate it.

1 Claim 33 (previously presented): The apparatus of claim 32  
2 wherein the performance of the ad in combination with the  
3 automatically selected ad landing page tracked is at least one  
4 of conversion per impression performance, conversion per  
5 selection performance, sales per ad selection, sales per ad  
6 impression, earnings per ad selection, and earnings per ad  
7 impression.

1 Claim 34 (currently amended): The apparatus of claim 28,  
2 wherein the program instructions, which, when executed by the at  
3 least one processor, perform the method further comprising  
4 including:

- 5 e) ~~means for~~ accepting a request for performance  
6 information of the ad; and

7 f) ~~means for~~ providing the performance information of the  
8 ad for each of the plurality of candidate ad landing pages  
9 with which the ad was served to the requester.

1 Claim 35 (previously presented): The apparatus of claim 34  
2 wherein the performance information of the ad provided for each  
3 of the plurality of candidate ad landing pages with which the ad  
4 was served, is at least one of conversion per impression  
5 performance, conversion per selection performance, sales per ad  
6 selection, sales per ad impression, earnings per ad selection,  
7 and earnings per ad impression.

1 Claim 36 (currently amended): The apparatus of claim ~~28~~ 34,  
2 wherein the program instructions, which, when executed by the at  
3 least one processor, perform the method further comprising  
4 including:

5 g) ~~means for~~ accepting a manual ad landing page designation  
6 instruction; and

7 h) ~~means for~~ designating one of the plurality of candidate  
8 ad landing pages using the manual ad landing page  
9 designation instruction.

1 Claim 37 (previously presented): The apparatus of claim 36  
2 wherein the performance of the ad in combination with the  
3 automatically selected ad landing page tracked is at least one  
4 of conversion per impression performance, conversion per  
5 selection performance, sales per ad selection, sales per ad  
6 impression, earnings per ad selection, and earnings per ad  
7 impression.

1 Claim 38 (currently amended): The apparatus of claim 28,  
2 wherein the program instructions, which, when executed by the at

3 least one processor, perform the method further comprising  
4 including:

5 e) ~~means for~~ normalizing the performance of the ad in  
6 combination with the automatically selected ad landing page  
7 to remove ad landing page independent factors that may  
8 influence the ad performance.

1 Claim 39 (original): The apparatus of claim 28 wherein the  
2 plurality of candidate ad landing pages are different in at  
3 least one of the following (A) different information, (B)  
4 different products offered for sale, (C) different services  
5 offered for sale, (D) different product prices, (E) different  
6 service prices, (F) different formatting, and (G) different  
7 shipping charges.

1 Claim 40 (currently amended): Apparatus for facilitating the  
2 comparison of different {ad landing page, ad creative}  
3 combinations associated with an advertiser, the apparatus  
4 comprising:

5 at least one processor;  
6 at least one input/output interface unit; and  
7 at least one storage device, the storage device storing  
8 program instructions which, when executed by the at least one  
9 processor, perform a method including:

10 a) ~~means for~~ automatically selecting one of a plurality of  
11 candidate {ad landing page, ad creative} combinations for  
12 an ad to be served, at least some of the combinations  
13 including different ad landing pages associated with the  
14 advertiser;  
15 b) ~~means for~~ automatically assembling the ad to include  
16 the selected ad creative and the selected ad landing page  
17 of the selected {ad landing page, ad creative} combination;

18 c) ~~means for~~ serving the assembled ad; and  
19 d) ~~means for~~ tracking a performance of the ad in  
20 combination with the automatically selected {ad landing  
21 page, ad creative} combinations, such that, for the ad, a  
22 performance for each of the plurality of {ad landing page,  
23 ad creative} combinations, used when serving the ad, is  
24 separately tracked.

1 Claim 41 (previously presented): The apparatus of claim 40  
2 wherein the performance of the ad in combination with the  
3 automatically selected {ad landing page, ad creative}  
4 combinations tracked is at least one of conversion performance,  
5 sales per ad selection, sales per ad impression, earnings per ad  
6 selection, and earnings per ad impression.

1 Claim 42 (original): The apparatus of claim 40 wherein the  
2 plurality of candidate ad landing pages are different in at  
3 least one of the following (A) different information, (B)  
4 different products offered for sale, (C) different services  
5 offered for sale, (D) different product prices, (E) different  
6 service prices, (F) different formatting, and (G) different  
7 shipping charges.

1 Claim 43 (currently amended): Apparatus for facilitating the  
2 comparison of different {ad landing page, ad serving criteria}  
3 combinations associated with an advertiser, the apparatus  
4 comprising:  
5 at least one processor;  
6 at least one input/output interface unit; and  
7 at least one storage device, the storage device storing  
8 program instructions which, when executed by the at least one  
9 processor, perform a method including:

- 10 a) ~~means for~~ automatically selecting one of a plurality of  
11 candidate {ad landing page, ad serving criteria}  
12 combinations for an ad to be served, at least some of the  
13 combinations including different ad landing pages  
14 associated with the advertiser;  
15 b) ~~means for~~ automatically assembling the ad to include  
16 the selected ad landing page of the selected {ad landing  
17 page, ad serving criteria} combination;  
18 c) ~~means for~~ serving the assembled ad; and  
19 d) ~~means for~~ tracking a performance of the ad in  
20 combination with the automatically selected {ad landing  
21 page, ad serving criteria} combination, such that, for the  
22 ad, a performance for each of the plurality of {ad landing  
23 page, ad serving criteria} combinations, used when serving  
24 the ad, is separately tracked.

1 Claim 44 (previously presented): The apparatus of claim 43  
2 wherein the performance of the ad in combination with the  
3 automatically selected {ad landing page, ad serving criteria}  
4 combination tracked is at least one of conversion performance,  
5 sales per ad selection, sales per ad impression, earnings per ad  
6 selection, and earnings per ad impression.

1 Claim 45 (original): The apparatus of claim 43 wherein the  
2 plurality of candidate ad landing pages are different in at  
3 least one of the following (A) different information, (B)  
4 different products offered for sale, (C) different services  
5 offered for sale, (D) different product prices, (E) different  
6 service prices, (F) different formatting, and (G) different  
7 shipping charges.

1 Claim 46 (currently amended): Apparatus for facilitating the  
2 comparison of different types of ad landing pages associated  
3 with an advertiser, the apparatus comprising:

4 at least one processor;

5 at least one input/output interface unit; and

6 at least one storage device, the storage device storing  
7 program instructions which, when executed by the at least one  
8 processor, perform a method including:

9 a) ~~means for~~ automatically selecting one of a plurality of  
10 candidate ad landing pages associated with the advertiser,  
11 wherein each of the plurality of candidate ad landing pages  
12 has a different type, for an ad to be served;

13 b) ~~means for~~ automatically assembling the ad to include  
14 the selected ad landing page;

15 c) ~~means for~~ serving the assembled ad; and

16 d) ~~means for~~ tracking a performance of a set of ads in  
17 combination with the type of the automatically selected ad  
18 landing page, such that, for the ad, a performance for each  
19 of the plurality of types of landing pages, used when  
20 serving the ad, is separately tracked.

1 Claim 47 (original): The apparatus of claim 46 wherein the  
2 different types of ad landing pages have different formatting  
3 styles.

Claims 48-54 (canceled)

1 Claim 55 (currently amended): A method for facilitating the  
2 comparison of at least two different ad landing pages associated  
3 with an advertiser, the method comprising:

4 a) for an ad to be served at a first time

- 5 i) automatically selecting a first ad landing page  
6 from a plurality of candidate ad landing pages  
7 associated with the advertiser, and  
8 ii) serving an instance of the ad with a link to the  
9 first ad landing page;  
10 b) for the ad to be served a second time  
11 i) automatically selecting a second ad landing  
12 page, different from the previously selected first ad  
13 landing page, from the plurality of candidate ad  
14 landing pages associated with the advertiser, and  
15 ii) serving an instance of the ad with a link to the  
16 second ad landing page;  
17 c) tracking the performance of instances of the ad having a  
18 link to the first ad landing page; and  
19 d) tracking the performance of instances of the ad having a  
20 link to the second ad landing page.

- 1 Claim 56 (currently amended): Apparatus for facilitating the  
2 comparison of at least two different ad landing pages associated  
3 with an advertiser, the apparatus comprising:  
4 at least one processor;  
5 at least one input/output interface unit; and  
6 at least one storage device, the storage device storing  
7 program instructions which, when executed by the at least one  
8 processor, perform a method including:  
9 a) ~~means for~~ automatically selecting  
10 i) for an ad to be served at a first time, a first ad  
11 landing page from a plurality of candidate ad landing  
12 pages associated with the advertiser, and  
13 ii) for the ad to be served a second time, a second ad  
14 landing page, different from the previously selected

- 15 first ad landing page, from the plurality of candidate  
16 ad landing pages associated with the advertiser;  
17 b) ~~means for~~ serving  
18 i) an instance of the ad with a link to the first ad  
19 landing page, and  
20 ii) an instance of the ad with a link to the second  
21 ad landing page; and  
22 c) ~~means for~~ separately tracking the performance of  
23 i) instances of the ad having a link to the first ad  
24 landing page, and  
25 ii) instances of the ad having a link to the second  
26 ad landing page.